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WHAT IS CLAIMED IS:

1. A transmitting method comprising the steps
of:

5 changing, in case of transmitting encoded data
which has been encoded to a receiving side, an encoding
method in a predetermined unit; and
10 performing recording according to requirement,
from the receiving side, of information concerning
decoding of the encoded data.

15 10 2. A method according to Claim 1, wherein the
encoded data is the data obtained by encoding data
including image and audio.

15 15 3. A method according to Claim 1, wherein the
predetermined unit is a predetermined time unit.

20 15 4. A method according to Claim 1, wherein the
encoding is performed in a symmetrical key encoding
method.

25 20 5. A method according to Claim 1, wherein the
recording according to the requirement relates to
charge information concerning utilization of the
encoded data.

6. A receiving method comprising the steps of:

receiving encoded data which has been encoded,
from a transmitting side;

requiring information concerning decoding of
the encoded data, to the transmitting side; and

5 decoding the encoded data by using the obtained
information concerning the decoding.

7. A method according to Claim 6, wherein the
encoded data is the data obtained by encoding data
10 including image and audio.

8. A method according to Claim 6, wherein the
encoded data which has been encoded is code data of
which encoding method has been changed in a
15 predetermined time unit.

9. A method according to Claim 6, wherein the
encoding is performed in a symmetrical key encoding
method.

20 10. A method according to Claim 6, wherein the
requirement is based on user's instructions.

25 11. A transmitting system comprising:
a transmitting system includes,
 image/audio data input means for
 inputting image and audio data,

key generating means for generating a key for new encoding at a predetermined time interval, by using a key encoding system,

5 data encoding means for encoding the image and audio data inputted by said image/audio data input means, in the encoding system by using the key generated by said key generating means,

10 data transmitting means for transmitting the image and audio data encoded by said data encoding means, to a receiving system through digital transmitting media,

15 key transmitting means for transmitting information according to the key generated by said key generating means, to the receiving system from which watching and listening requirement was issued, and

20 recording means for recording information according to the watching and listening requirement, for each watching and listening person; and

25 said receiving system includes,

watching and listening requiring means for issuing the watching and listening requirement to said transmitting system at predetermined time interval, in accordance with requirement from the watching and listening person,

25 receiving means for receiving information according to the key transmitted by said

transmitting system in response to the watching and listening requirement by said watching and listening requiring means, and

5 data decoding means for receiving the encoded image and audio data transmitted from said transmitting system through the digital transmitting media, decoding the received data by using the information received by said receiving means, and outputting the decoded data.

10 12. A system according to Claim 11, wherein said data transmitting means transmits the image and audio data after encoding them by using a symmetrical key encoding system.

15 13. A system according to Claim 11, wherein said key transmitting means stops transmitting the key when there is no watching and listening requirement from said receiving system.

20 25 14. A system according to Claim 11, wherein said watching and listening requiring means continuously issues the watching and listening requirement to said transmitting system every predetermined unit time while the watching and listening person wishes the watching and listening, and stops issuing the watching and listening requirement

when the watching and listening person terminates the watching and listening.

15. A system according to Claim 11, wherein
5 said transmitting system is capable of charging by recording from what time and how many the keys changed every predetermined unit time were transmitted.

16. A transmitting apparatus comprising:
10 transmitting means for transmitting encoded data which has been encoded, to a receiving side; changing means for changing the encoding in a predetermined unit; and recording means for performing recording
15 according to requirement, from the receiving side, of information concerning decoding of the encoded data.

17. A receiving apparatus comprising:
receiving means for receiving encoded data
20 which has been encoded, from a transmission side; requiring means for requiring information concerning decoding of the encoded data, to the transmitting side; and decoding means for decoding the encoded data by
25 using the obtained information concerning the decoding.

18. A storing medium for storing, in a

computer readable state, the steps of:

changing, in case of transmitting encoded data which has been encoded to a receiving side, an encoding method in a predetermined; and

5 performing recording according to requirement, from the receiving side, of information concerning decoding of the encoded data.

10 19. A storing medium for storing, in a computer readable state, the steps of:

receiving encoded data which has been encoded, from a transmitting side;

requiring information concerning decoding of the encoded data to the transmitting side; and

15 decoding the encoded data by using the obtained information concerning the decoding.

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